

Focus Group

name _____

preparation

goal

checklist

- script
- agenda
- refreshments
- recorder
- notepad
- pencils
- computer
- flip chart
- markers
- name tags
- watch

context

participants

script

tips

- make sure that everyone is heard
- collect full answers
- monitor the time
- keep discussion on track

results

most interesting/striking insights

pains

gains

date _____